



KNXV

**KNXV-TV  
PHOENIX****ORDER**

Print Date 07/19/12 Page 1 of 4

Flight Dates 08/06/12-08/12/12Contract / Revision 303359 /Original Date / Revision  
07/19/12 07/19/12Advertiser Flake / Republican / US SenAgency Smart Media GroupBuying Contact814 King Street - Suite 400  
Alexandria, VA 22314-3039Product

Flake For Senate

Agency Com 15%Billing Contact814 King Street - Suite 400  
Alexandria, VA 22314-3039Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:05:00Estimate # 806812Alt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority P-6Advertiser RefPrimary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

**Order Totals****Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	46	\$22,036.25	\$25,925.00	0.00	07/30/12	08/12/12	46	\$22,036.25	\$25,925.00
Totals	46	\$22,036.25	\$25,925.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	KNXV	08/06/12	08/10/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	11111--		5				\$225.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	5	KNXV	08/06/12-08/12/12	M-F 430pm-5pm		430pm-5pm		MTWThF----	:30	(\$225.00)		0.00	NM		
		See MG 1.6													
		[Special Program. Cardinal Preseason is scheduled to air on 8/10. j.taylor 6/28]													
	6	KNXV	08/06/12-08/09/12	M-F 430pm-5pm		430pm-5pm		MTWTh-----	:30	\$225.00		0.00	NM		



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Contract / Revision 303359 Flight Dates 08/06/12-08/12/12

Hiatus Dates

Original Date / Revision 07/19/12/ 07/19/12

Order Sep 00:05:00

Advertiser Flake / Republican / US Ser Product Flake For Senate

Estimate # 806812

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	KNXV	08/06/12	08/10/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	11111--		5			\$225.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
④	MG	for 1.5 08/10													
2	KNXV	08/11/12	08/11/12	Sa 5pm News Sa 5p-530pm News	CM	5p-530pm	-----S-	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1			\$100.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	08/06/12-08/12/12		Sa 5pm News		5p-530pm	-----Sa--	:30		<del>(\$100.00)</del>		0.00	NM		
	See MG 2.2														
	[NA. There is no 5PM News on Saturdays. jtaylor 6/28/12]														
2	KNXV	08/11/12-08/11/12		Sa 6pm News		6pm-630p	-----Sa--	:30		\$100.00		0.00	NM		
	④ MG for 2.1 08/11														
3	KNXV	08/12/12	08/12/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1			\$100.00			0.00			
4	KNXV	08/06/12	08/10/12	M-F 7-9am M-F 7-9am	CM	7am-9am	22222--	:30	10	\$150.00	P-6	0.00	NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	22222--		10			\$150.00			0.00			
5	KNXV	08/07/12	08/09/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-1-1---	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-1-1---		2			\$450.00			0.00			
6	KNXV	08/06/12	08/10/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-11---	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	1-11---		3			\$450.00			0.00			
7	KNXV	08/06/12	08/10/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm (5:28 PM-5:30 PM)	1-1-1--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	1-1-1--		3			\$450.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KNXV	08/06/12-08/12/12		ABC World News M-F		5:30pm-6:30pm (5:28 PM-5:30 PM)	1-1-1--	:30		<del>(\$450.00)</del>		0.00	NM		
	See MG 7.4														
	[Special Prgm> No WNT due to Cardinals Preseason Football. jtaylor 6/28/12]														
4	KNXV	08/06/12-08/09/12		ABC World News M-F		5:30pm-6:30pm (5:28 PM-5:30 PM)	PMTWTh-----	:30		\$450.00		0.00	NM		
	④ MG for 7.3 08/10														
8	KNXV	08/06/12	08/08/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1-1----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	1-1----		2			\$450.00			0.00			
9	KNXV	08/06/12	08/10/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	\$600.00	P-6	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	11111--		5			\$600.00			0.00			
10	KNXV	08/11/12	08/11/12	SA 10-1035pm	CM	10pm-1035pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00



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Contract / Revision 303359 Flight Dates 08/06/12-08/12/12

Hiatus Dates

Original Date / Revision 07/19/12/ 07/19/12

Order Sep 00:05:00

Advertiser Flake / Republican / US Ser Product Flake For Senate

Estimate # 806812

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
10pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-			1			\$250.00		0.00			
11	KNXV	08/12/12	08/12/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00
10pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S			1			\$600.00		0.00			
12	KNXV	08/06/12	08/10/12	M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$500.00	P-6	0.00	NM	5	\$2,500.00
M-F 630pm-7pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	11111--			5			\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	KNXV	08/06/12-08/12/12		M-F 630pm-7pm		630pm-7pm	MTWThF----	:30		<del>(\$500.00)</del>		0.00	NM		
See MG 12.6															
[Special Progm. Cardinal Preseason is scheduled to air on 8/10. Jtaylor 6/28]															
6	KNXV	08/06/12-08/09/12		M-F 630pm-7pm		630pm-7pm	MTWTh-----	:30		\$500.00		0.00	NM		
Ⓜ MG for 12.5 08/10															
13	KNXV	08/11/12	08/11/12	SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
SA 630pm-7pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-			1			\$250.00		0.00			
14	KNXV	08/06/12	08/06/12	Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
Monday Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----			1			\$1,000.00		0.00			
15	KNXV	08/08/12	08/08/12	Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
Wednesday Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--W----			1			\$1,000.00		0.00			
16	KNXV	08/09/12	08/09/12	Thursday Prime A	CM	7pm-8pm	---T---	:30	1	\$2,000.00	P-6	0.00	NM	1	\$2,000.00
Thursday Prime A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	---T---			1			\$2,000.00		0.00			
17	KNXV	08/09/12	08/09/12	Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
Thursday Prime B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	---T---			1			\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	08/06/12-08/12/12		Thursday Prime B		8pm-9pm	---Th-----	:30		<del>(\$1,500.00)</del>		0.00	NM		
Credited															
E 18	KNXV	08/10/12	08/10/12	Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
Friday 8-10pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--			1			\$1,500.00		0.00			
19	KNXV	08/12/12	08/12/12	Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
Sunday Prime B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S			1			\$1,500.00		0.00			
20	KNXV	08/09/12	08/09/12	Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
Thursday Prime B															

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PHOENIX**Contract / Revision    **303359**    Flight Dates **08/06/12-08/12/12**Hiatus DatesOriginal Date / Revision    07/19/12/    07/19/12Order Sep    00:05:00Advertiser    **Flake / Republican / US Ser**    Product **Flake For Senate**Estimate #    **806812**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
20	KNXV	08/09/12	08/09/12	Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00

\*Tax 1 Note: Tax 0.5%.